

UNIT I**9**

Data Warehousing and Business Analysis: - Data warehousing Components –Building a Data warehouse – Mapping the Data Warehouse to a Multiprocessor Architecture – DBMS Schemas for Decision Support – Data Extraction, Cleanup, and Transformation Tools –Metadata – reporting – Query tools and Applications – Online Analytical Processing (OLAP) – OLAP and Multidimensional Data Analysis.

UNIT II**9**

Data Mining: - Data Mining Functionalities – Data Preprocessing – Data Cleaning – Data Integration and Transformation – Data Reduction – Data Discretization and Concept Hierarchy Generation.

Association Rule Mining: - Efficient and Scalable Frequent Item set Mining Methods – Mining Various Kinds of Association Rules – Association Mining to Correlation Analysis – Constraint-Based Association Mining.

UNIT III**9**

Classification and Prediction: - Issues Regarding Classification and Prediction – Classification by Decision Tree Introduction – Bayesian Classification – Rule Based Classification – Classification by Back propagation – Support Vector Machines – Associative Classification – Lazy Learners – Other Classification Methods – Prediction – Accuracy and Error Measures – Evaluating the Accuracy of a Classifier or Predictor – Ensemble Methods – Model Section.

UNIT IV**9**

Cluster Analysis: - Types of Data in Cluster Analysis – A Categorization of Major Clustering Methods – Partitioning Methods – Hierarchical methods – Density-Based Methods – Grid-Based Methods – Model-Based Clustering Methods – Clustering High-Dimensional Data – Constraint-Based Cluster Analysis – Outlier Analysis.

UNIT V**9**

Mining Object, Spatial, Multimedia, Text and Web Data:

Multidimensional Analysis and Descriptive Mining of Complex Data Objects – Spatial Data Mining – Multimedia Data Mining – Text Mining – Mining the World Wide Web.

Total = 45**REFERENCES**

1. Jiawei Han and Micheline Kamber “Data Mining Concepts and Techniques” Second Edition, Elsevier, Reprinted 2008.
2. Alex Berson and Stephen J. Smith “Data Warehousing, Data Mining & OLAP”, Tata McGraw – Hill Edition, Tenth Reprint 2007.
3. K.P. Soman, Shyam Diwakar and V. Ajay “Insight into Data mining Theory and

- Practice”, Easter Economy Edition, Prentice Hall of India, 2006.
5. G. K. Gupta “Introduction to Data Mining with Case Studies”, Easter Economy Edition, Prentice Hall of India, 2006.
 6. Pang-Ning Tan, Michael Steinbach and Vipin Kumar “Introduction to Data Mining”, Pearson Education, 2007.